



The New Electro-Coated Personna Outshaves Gillette.

The Gillette Spoiler is a great razor blade. That's why we're so excited about the fact that we can outshave it.

We're not just saying this on the basis of our own tests. A leading independent consumer testing organization says people prefer our blade.

And they prefer it not just over Gillette. But over Schick and Wilkinson Double Edge, too.

And we'll do more than just say

our blade's the best. We'll send you a free pack of three blades so you can try them and see for yourself.

This offer is costing us a fortune. We can't afford to be wrong.

Just fill out the coupon below

To: Personna Blade Offer, P.O. Box 2800, Westbury, New York 11590 Gentlemen:	
<input type="checkbox"/> Check here for a free pack of three Electro-Coated Double Edge Personna Blades.	
<input type="checkbox"/> Injector users: Check here for Electro-Coated Injector Blades (24 pkts.)	
Name _____	
Address _____	
City _____ State _____ Zip _____	
<small>Offer expires May 31, 1964. Write name exactly as it appears on business card or envelope. Mail service is encouraged for new subscribers.</small>	



"Advanced Personna."
The Electro-Coated Blade.
Injector and Double Edge.